



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, March 24, 2009 – 1:00 p.m.
Tahoe City PUD

NLTRA Mission

“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

NLTRA Tourism Division Mission

“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and international level.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

**Marketing
Committee
Members**

NLTRA Board:

Deb Darby-Dudley,
Chair
Alex Mourelatos
Ron Parson
Dan Tester

Committee

Members:

Deanna Gescheider
Steven Holt
Christine Horvath
Julie Maurer
John Monson
Les Pedersen
Nick Pullen
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

2 Board Members
1 Lay Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – February 24th, 2009 (3 min)
- E. Discussion and Further Direction to Staff Regarding the FY 2009/10 Budget Process including Review of Recent Marketing Workshops (25 minutes)
- F. Discussion and Direction to Staff on Spring/Early Summer Media Planning (20 minutes)
- G. Discussion and Possible Action to Approve the Proposed New Performance Measurement Document/ROI Tracking Document (15 minutes)
- H. Discussion and Possible Action to Approve the Reallocation of the North Lake Tahoe Conference Center Marketing Grant (10 minutes)
- I. Departmental Reports (written reports included in packet) (15 minutes)
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Public Relations

- J. Committee Member Comments (*5 minutes*)
- K. Standing Reports (posted on www.nltra.org)
 - Reno/Tahoe International Airport January Report
 - February Search Engine Optimization Report
 - February Click Thru Report
 - February MTRiP Report
 - January Financials

Posted and Emailed March 17, 2009